

# **Brian Wansink**

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Brian Wansink (Ph.D. Stanford University) is the John Dyson Professor of Applied Economics, of Marketing, and of Nutritional Science at Cornell University in Ithaca, NY. Prior to that he was the Julian Simon Fellow and Professor of Marketing and Nutritional Science at the University of Illinois.

He earned his Ph.D. in marketing at Stanford (1990) and was a marketing professor at the Amos Tuck School at Dartmouth College (1990-1994), the Vrije Universiteit in Amsterdam (1994-1995), the Wharton School at the University of Pennsylvania (1995-1997), and the University of Illinois at Urbana-Champaign (1997-2005) before moving to Cornell. In addition to being a Professor, he is the Director of the Cornell Food & Brand Lab which uniquely focuses on the psychology behind what people eat and how often they eat it. A primary focus of the lab is in helping companies develop “win-win” ways in which they can help people eat more nutritiously and to better control how much they eat.

Because Dr. Wansink’s expertise is focused on the psychology and consumption of foods – ABC News has referred to him as the “Food Psychologist,” and he directs the content of [www.FoodPsychology.com](http://www.FoodPsychology.com). His research focuses on how on ads, packaging, and personality traits influence the usage frequency and usage volume of healthy foods. His research on consumption volume has won national and international awards for its relevance to consumers. His research has been widely featured on 20/20, BBC News, The Learning Channel, all news networks, and on the front pages of the Wall Street Journal and the New York Times.”

Professor Wansink founded and directs the Food and Brand Lab, a series of test kitchens, restaurants, and cooperating grocery stores that are used to understand how consumers “choose and use” foods. With the help of researchers from psychology, history, food science, cultural anthropology, and agricultural and consumer economics, the mission of the Food & Brand Lab studies how to help consumers eat more nutritiously and behave responsibly.

In 1999, Professor Wansink founded the Consumer Education Foundation, a nonprofit organization which is funded by book royalties and speaking honorariums. The Foundation supports high school science projects dealing with consumer welfare and provides textbook-related scholarships to selected college-bound students who wish to promote consumer welfare through their studies. It also supports Consumer Camp, every March in Ithaca, NY.